creating meaningful adventures
adventure tourism
journey of adventure travelers

beginning

Appreciation of nature

Transformative

Sustainability

Unique

Authentic

Responsibility

Climate change

Where the magic happens

Your comfort zone
China is expected to become a global driving force within the adventure travel sector with adventure travel as a travel category that appeals most strongly to young Chinese born in the 1980s and 1990s.
Fast-changing landscapes of Chinese travelers

**Traditional packaged-group**
- Shopping
- Hotel accommodation
- Dining
- 3S (sun, sea, sand)

**Customised group tours & FIT travelers**
- Unique & authentic experiences
- Landscapes & sceneries
- Interaction with locals
“Nearly 1 in 2 Singaporeans are adventurous travelers”
- CNA lifestyle January 2019

Slow, leisurely trips
Short, micro getaways
Off-the-beaten holiday destinations

- Skyscanner online survey 2019, published in APAC Travel Trends 2020
Destinations must tailor approaches to match the preferences of key target adventure market* zoom in on concept of ‘see-feel-interact’
Key elements of adventure travel

- nature (delicate environment) + rural areas (local communities)
It is your job, too.
Be a travel changemaker, be bold – raise the bar
Be gentle with nature.
And always call it what it is.
Practice inclusion and empowerment
Promote local products
Rural communities have a lot to offer, if only we look closer.
create career opportunities

elevate industry practices

prioritise local talent
how serious are you about wanting to make travel meaningful?